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REUTER'S

Fancy Leaved Caladiums

SPRING, 1933



Section Two of Reuter's Caladium Lathhouse

REUTER SEED COMPANY, Inc., New Orleans, La.

Outstanding Types
REUTER'S CALADIUMS

UNSURPASSED IN QUALITY



Section Three of Reuter's Caladium Lathhouse

REUTER SEED COMPANY, INC. :: New Orleans, La.

A FEW WORDS ABOUT OUR CALADIUMS

Reuter's Fancy Leaved Caladiums are nationally recognized for their superior quality and beautiful colors. Winners of many Gold and Silver Medals, Certificates of Merit, and other Awards at the leading flower shows, they have attained world-wide fame for their indescribable beauties of design, and wide range of colors from soft pastel shades and tones to brilliant hues. For more than a decade, we have painstakingly assembled types from professional growers and amateur enthusiasts in all parts of the world, and have carefully selected the very finest product of each individual grower. We employ a very rigid system of culling, roguing and selecting to attain the most beautiful in color and fascinating in design.

We have often paid \$5.00 for each individual bulb in a single importation of 100 or more varieties and to be finally rewarded by the acquisition of only a few new and distinct sorts worthy of including in our vast assortment.

These foundation stocks that we have gathered together over a period of more than ten years, permit the conducting of extensive breeding work with a skill and experience enjoyed by no other firm. It is fundamentally true in the scientific breeding and growing of rare and new Caladiums to have nature lessen their productivity. The older and more common varieties are easy to propagate as compared to the finer and newer sorts, consequently are usually offered at lower prices. The prices quoted in this catalog are based on furnishing bulbs of the finest quality, true-to-name and type.

CULTURE OF FANCY LEAVED CALADIUMS

These superb, decorative, tropical, foliage plants are extensively grown by florists as individual pot plants, or in combination with other plants. They make charming conservatory plants, and are unexcelled for window or porch-boxes, or for outdoor beds in shady or semi-shady locations.

Caladiums are easily grown. We usually start our bulbs in flats filled with a mixture of one-third sharp sand and two-thirds pulverized charcoal. The bulbs are placed together rather closely in the flats and covered about one-quarter of an inch. The flats are then placed in a house that enjoys a temperature of 70 to 80 degrees, and water is applied sparingly until the bulbs commence to sprout. When the first leaves begin to show color, they are transplanted to 5 or 6 inch pots, depending upon the size of the bulbs. A good, rich mixture of leaf mould and well rotted cow manure gives us the best results, and watering is increased as the plants grow. When plants are full grown, they require plenty of water, and attain perfection when produced in a warm, moist house.

CUSTOMER'S GUIDE

We are anxious to assist you in every manner possible in selecting the varieties of Fancy Leaved Caladiums best suited for your particular needs. In our descriptions, we have indicated the sorts that are adapted to outdoor cultivation in the middle and lower South. For the special benefit of florists we have adopted the following code, indicative of each specimen's rank and degree of usefulness. Naturally, classifying Caladiums is a matter of opinion and taste, and our code is, therefore, offered only as a guide.

COLOR CLASSIFICATION

- A. The most desirable colors. Extra fine.
- B. Colors very good but not quite as attractive as "A".
- C. Mostly unique colors.

CLASSIFICATION AS TO GROWTH

1. The most prolific growers producing an abundance of leaves. Splendid for single pot culture.
2. Produce from 3 to 6 leaves. Suitable for single pot culture, or for use in combination work.
3. Usually produce 1 to 3 very large leaves. Best suited for use in combination with other material.

TERMS OF SALE

Prices are F.O.B. New Orleans, packing free. Terms 60 days net or 1½% discount for cash in 10 days from date of invoice. Cash or satisfactory references should accompany orders from unknown correspondents.

We reserve the privilege, unless otherwise instructed, of substituting closely related varieties in the event our stocks of items ordered are exhausted.

Non-Warranty: REUTER SEED COMPANY, INC., does not give, and its agents and employees are forbidden to give, any warranty, express or implied, as to the description, quality, productiveness or any other matter of any seeds, plants, bulbs, etc., it sends out, and will not be in any way responsible for the crop.

Quantity Available		Price per 100
250	ACARY	
	Grayish green center on dark green background. The light colored ribs are zoned carmine rose and the entire leaf is profusely spotted dark scarlet. Good open ground variety and will stand exposure to sun. Height 1½ feet. Florist's Guide: C-1.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
750	AGUAPE	
	Attractive large leaved variety with deep transparent rose center turning into a delicate pink towards the edge and with metallic green border. Heavy scarlet red ribs. The older leaves often change into a solid transparent light flesh bordered with a narrow green line. Very desirable open ground variety for partly shaded location. Height 1½ to 2 feet. Florist's Guide: A-1.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
500	ALBA	
	Very large round leaved variety with ivory white center on bronzy green background. The ribs are of a flesh pink color. Effective open ground variety and will stand exposure to sun. Height 2 feet. Florist's Guide: B-2.	
	1¼ to 1¾ inches.....	12.00
	1¾ inches and up.....	14.00
200	ALFRED MAINE	
	A fine Caladium with very dark green leaves profusely spotted rose and red center. Resembles Tremplea but the red center is more pronounced and the color of the leaf a shade darker green. Good open ground variety. Height 1 foot. Florist's Guide: A-1.	
	1¼ to 1¾ inches.....	12.00
	1¾ inches and up.....	14.00
250	ANNIBAL	
	Dark green leaves with red center and heavy red ribs. The leaves are covered with a profusion of small white spots. Especially fine for open ground planting and will stand exposure to sun. Height 15 inches. Florist's Guide: B-1.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
2500	APPLE BLOSSOM	
	A magnificent Caladium with delicate transparent leaves of a lovely apple blossom color and narrow dark green border and ribs. A supreme florist variety for single pot culture or combination tubs. Height 1 foot. Florist's Guide: A-2.	
	1¼ to 1¾ inches.....	12.00
	1¾ inches and up.....	14.00

LOUISIANA GROWN CALADIUMS

Quantity Available

Price per 100

300

ATROCARMINEA

Transparent dark crimson colored center and ribs. The border is a solid moss green; the interspace mottled various shades of green. If used for open ground choose partly shaded location. Height 1 foot. **Florist's Guide: B-2.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

10,000

AVELIN ROSE

Magnificent new variety with medium size leaves of a beautiful transparent rose color and with ribs a shade darker. They are bordered with a narrow line of grass green. Height 15 inches. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

1500

ARGYRITES

We have a nice stock of this lovely little Caladium. It is a dwarf grower with small leaves of pale green color, profusely spotted white. Exquisite for basket and box work. Height 6 to 8 inches. **Florist's Guide: A-1.**

3/4 to 1 1/4 inches.....	25 for 4.00	100 for 15.00
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200

BERTHA BOON

A strap-leaf Caladium with broad, distinctively waved leaves of greenish-gray color bordered dark green. The leaves are profusely spotted dark carmine. Characteristic light colored center ribs. Will stand exposure to sun. Height 1 foot.

Florist's Guide: B-1.

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

200

BLUSHING MAID

Delicate transparent flesh pink center on greenish white background. A rather delicate Caladium and a typical florist variety. Height 1 1/2 feet. **Florist's Guide: B-2.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

200

BRUNEA MACULATA

Very striking variety with large round leaves profusely mottled carmine red on greenish yellow back ground. A fine florist variety and suitable for open ground in half shady location. Height 1 foot. **Florist's Guide: A-2.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

Quantity
Available

Price
per 100

350

BUTTERFLY

Large leaves of pea-green color splashed yellowish-green. Beautifully mottled and spotted transparent pink and white. A dainty and rather unique Caladium. Height 2 feet. **Florist's Guide: B-2.**

1 1/4 to 1 3/4 inches..... 10.00
1 3/4 inches and up..... 12.00

1000

CALOOSAHATCHII

Strap-leaf variety with broad, attractively waved leaves. The ribs and veins are of mauve rose color bordered ivory white. Interspaces between veins decoratively mottled green. Dark green border. Will stand exposure to sun. Height 1 foot. **Florist's Guide: B-1.**

1 1/4 to 1 3/4 inches..... 10.00
1 3/4 inches and up..... 12.00

6000

CANDIDUM

An old favorite with transparent pure white leaves, bordered narrow green and with green ribs. Delicately netted green towards the edge. A popular variety for Easter sale. Height 1 1/2 feet. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches..... 10.00
1 3/4 inches and up..... 12.00

1000

CHARMEUSE

Heavy transparent carmine rose center and ribs on mottled green background. Showy variety and a good grower in open ground. Height 1 1/2 feet. **Florist's Guide: B-2.**

1 1/4 to 1 3/4 inches..... 10.00
1 3/4 inches and up..... 12.00

1500

CHERRY

The center is a lovely cherry red bordered attractive moss green. Pronounced heavy deep red ribs. Should prove a popular florist variety and may be planted also in open ground in half shaded location. Height 1 1/2 feet. **Florist's Guide: A-2.**

1 1/4 to 1 3/4 inches..... 10.00
1 3/4 inches and up..... 12.00

800

CRESCENT CITY

Very showy leaves with partly transparent deep rose center and slightly mottled green and white interspaces. Attractive bronze green border. Heavy scarlet red ribs. Splendid for open ground. Height 15 inches. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches..... 12.00
1 3/4 inches and up..... 14.00

LOUISIANA GROWN CALADIUMS

Quantity Available		Price per 100
300	CRESCENT QUEEN	
	This striking variety is very similar to Scarlet Pimpernelle. The center has the same showy, bright red color, but the border is more of a peagreen shade. Colors up well in open ground. Height 1½ feet. Florist's Guide: A-1.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
250	DAY BREAK	
	Partly transparent white leaves netted green, with narrow green border and heavy pink ribs. The white ground color often changes into an attractive deep flesh pink. Will show up well in the open in partly shade. Height 1 foot. Florist's Guide: A-2.	
	1¼ to 1¾ inches.....	12.00
	1¾ inches and up.....	14.00
250	D. KLEIN	
	Small pointed leaved variety with salmon rose center and ribs bordered grass green. The interspaces profusely mottled light green. Height 1 foot. Florist's Guide: C-2.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
550	D. M. COOK	
	The color is a dark moss green with plum red center and red ribs. Profusely spotted transparent red. Crumpled leaves. Do well in open ground. Height 1½ feet. Florist's Guide: B-2.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
500	DON ALISON	
	Heavy transparent carmine rose center and ribs on mottled green background. On well grown plants the entire leaf often turns into a very beautiful solid rose. Fine for combination tubs and for open ground planting. Height 1½ feet. Florist's Guide: B-2.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
300	DON PEDRO	
	The color is a delicate milk white bordered light green. The center and zone around the ribs is a lovely transparent La France Pink. A typical greenhouse variety. Height 15 inches. Florist's Guide: B-2.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00

Quantity
Available

Price
per 100

1200

DR. GEO. TYRRELL

Very desirable Caladium. The leaves have transparent deep rose center and scarlet red ribs zoned bluish rose. Profusely spotted transparent pink. Bronze green border. Splendid open ground variety and will stand exposure to sun. Height 1 foot. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

800

DUKE OF ORLEANS

A very attractive Caladium with transparent bronzy red center and crimson-scarlet ribs on steel green background. Interspaces profusely mottled. Height 1 1/2 feet. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

400

EDITH E. MEAD

Medium size leaves with ivory white center and interspaced faintly netted green. Narrow green border and purplish red ribs. Fine florist variety. For open ground planting choose partly shade. Height 1 1/2 feet. **Florist's Guide: A-2.**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

3500

FASCINATION

Old favorite with deep bronze green border and transparent old rose center, often shading to salmon rose. In the garden does best in partly shade. Height 1 1/2 feet. **Florist's Guide: B-1.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

1000

FLUMINEUSE

The color is a creamy yellow tinted light green. Leaves are profusely spotted transparent blood red. Desirable variety for open ground. Height 1 1/2 feet. **Florist's Guide: C-2.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

2500

FRED BAUSE

A superb florist variety with waved leaves. The center is an attractive transparent deep rose overlaid with a purplish sheen. Red ribs and bronze green border. Fine for single pot culture and for combination tubs. Good open ground variety. Height 1 1/2 feet. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

LOUISIANA GROWN CALADIUMS

Quantity Available

Price per 100

1000

GIREOUD

The color of the leaves is a medley of dark moss green and creamy yellow profusely spotted transparent red. Very striking and odd color. Good for open ground. Height 1½ feet. **Florist's Guide: C-1.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

2000

HORTULANIA

A beautiful Caladium. The entire leaf is of a gorgeous crimson-red color with bluish tint, sometime bordered with a narrow green line. Selected by many visitors as the showiest of all. Height 1 foot. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	16.00
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500

ITAQUE

The ground color is ivory white with pale rose transparent center and narrow green border. Base of ribs dark red. The entire leaf is delicately netted moss green. Height 15 inches. **Florist's Guide: B-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

250

ITACAPUS

Very variable. The color changes from dark rose with heavy deep red ribs on moss green background to a lovely grayish white bordered with a narrow line of light green and with the whole center a beautiful transparent deep rose. Fair open ground variety. Height 15 inches. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

500

JERICO

A large leaved variety profusely splashed transparent delicate pink on dark green background. A choice center plant for combination tubs. Color up fine in open ground in partly shade. Height 2 feet. **Florist's Guide: B-3.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

800

JESSIE M. THAYER

A splendid variety although somewhat variable. The large leaves are of a dark metallic green color with extra heavy deep scarlet ribs changing later into an ivory white mottled pink and with narrow green border, making the heavy scarlet ribs stand out very distinctly. Superb open ground variety. Height 2 feet. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	12.00
1¾ inches and up.....	14.00

Quantity
Available

Price
per 100

2000	JOHN PEED	
	Round leaves of heavy texture with red center and red ribs on green background. A bushy grower but not as bright in color as the Triomphe de L'Exposition. Good for open ground planting. Height 1 foot. Florist's Guide: B-1.	
	1 1/4 to 1 3/4 inches.....	10.00
	1 3/4 inches and up.....	12.00
500	JOHN WACHTMEISTER	
	A very decorative variety with medium size leaves of deep bronze red color, more or less mottled green and with narrow green border. Red ribs. Sometimes the leaves change into a lovely solid rose color. Attractive outdoor variety. Height 1 1/2 feet. Florist's Guide: A-1.	
	1 1/4 to 1 3/4 inches.....	10.00
	1 3/4 inches and up.....	12.00
800	LORD DERBY	
	The color is a beautiful transparent delicate pink with dark green ribs and narrow green border. One of the best of the older varieties and a splendid florist Caladium in every respect. Height 15 inches. Florist's Guide: A-1.	
	1 1/4 to 1 3/4 inches.....	12.00
	1 3/4 inches and up.....	14.00
250	LORD ROSEBERY	
	Very attractive Caladium with bright rose center, grass-green interspace, and moss-green border. Leaves medium size and attractively carried on strong, erect stems. Splendid leaf producer. Height 1 foot. Florist's Guide: A-1.	
	1 1/4 to 1 3/4 inches.....	14.00
	1 3/4 inches and up.....	16.00
5000	MACAHYDA	
	Attractive large leaved variety with dark moss green background, profusely spotted and mottled transparent pink. Heavy scarlet red ribs. Exceedingly showy variety and will stand exposure to sun. Height 2 feet. Florist's Guide: A-2.	
	1 1/4 to 1 3/4 inches.....	10.00
	1 3/4 inches and up.....	12.00
800	MAD. JUL PICOT	
	Attractive deep rose mottled leaves with narrow green border and light green veins. If used for open ground planting choose partly shaded location. Height 1 1/2 feet. Florist's Guide: A-1.	
	1 1/4 to 1 3/4 inches.....	10.00
	1 3/4 inches and up.....	12.00

LOUISIANA GROWN CALADIUMS

Quantity
Available

Price
per 100

250

MAD. TRUALL

Large round leaves. When fully developed the color is magnificent deep purplish red with varnish tint and red ribs. The edges are mottled deep bronzy green. An extremely showy variety for open ground in partly shade. Height 1½ feet. **Florist's Guide: A-2.**

1¼ to 1¾ inches	12.00
1¾ inches and up	14.00

500

MAID OF ORLEANS

Attractive long arrow shaped leaves of a lovely transparent bluish rose color with narrow green border and scarlet red ribs and veins. Sometimes the leaves are mottled green towards the border. Variable. Suitable for open ground in partly shaded location. Height 1 foot. **Florist's Guide: A-1.**

1¼ to 1¾ inches	10.00
1¾ inches and up	12.00

750

MARIE MOIR

Large pure white leaves with green ribs and veins irregularly spotted transparent dark rose. If used for open ground select partly shaded location. Height 1½ feet. **Florist's Guide: A-2.**

1¼ to 1¾ inches	10.00
1¾ inches and up	12.00

200

MARY, QUEEN OF SCOTS

Very unique leaves irregularly mottled dark moss green and grayish green with the dark maroon ribs zoned red. The entire leaf shows occasional spots of transparent bright scarlet. Very variable. Adapted for outside planting. Height 1½ feet. **Florist's Guide: C-1.**

1¼ to 1¾ inches	10.00
1¾ inches and up	12.00

5000

MISS LOUISIANA

A new large leaved variety of distinct beauty. The lovely transparent rose center fades into a lighter shade towards the edge. Heavy scarlet ribs and narrow dark green border. Height 1½ feet. **Florist's Guide: A-1.**

1¼ to 1¾ inches	12.00
1¾ inches and up	14.00

250

MRS. ARNO H. NEHRLING

A dwarf grower with small, pointed leaves of bronzy-red color shading to copper-brown. The entire leaf is interlaced with tiny red veins. Red ribs. Height 10 inches. **Florist's Guide: A-2.**

1¼ to 1¾ inches	14.00
1¾ inches and up	16.00

Quantity Available		Price per 100
300	MRS. FANNIE STEINBRIDGE MUNSON	
	A rare beauty with medium-sized leaves of gorgeous, deep carmine color, over-laid a bluish tint. Heavy scarlet ribs and narrow green border. A splendid variety for green-house and open ground. Height 1 foot. Florist's Guide: A-2.	
	1¼ inches and up.....	16.00
2000	MRS. FRIEDA	
	An exquisite new Caladium with medium size, attractively waved leaves. The center is a showy, transparent crimson scarlet, with heavy bright scarlet ribs. The border is an attractive dark green, with a distinct bronzy cast. An exceedingly showy and desirable variety. Height 15 inches. Florist's Guide: A-1.	
	1¼ inches and up.....	16.00
3000	MRS. SANDERS	
	Extra large round leaved variety heavily blotched transparent deep rose on dark green background. Good open ground variety. Height 2 ft. Florist's Guide: A-3.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
500	MRS. SOPHIE NEHRLING	
	Ivory white center with deep pink ribs and narrow green border. The interspaces are more or less mottled green. Adapted for open ground planting in half shaded location. Height 1½ ft. Florist's Guide: A-1.	
	1¼ to 1¾ inches.....	12.00
	1¾ inches and up.....	14.00
10,000	MRS. W. B. HALDEMANN	
	One of the showiest and most popular of all Caladiums. It is a strong grower with medium sized elegant long pointed leaves of an attractive bright red color, with narrow green border. The interspaces are splashed and mottled white. Superb open ground variety. Height 1½ ft. Florist's Guide: A-1.	
	1¼ to 1¾ inches.....	10.00
	1¾ inches and up.....	12.00
1000	ORCHID BEAUTY	
	One of the finest of the new introductions. Except for a narrow light green border, the medium size leaves are a solid transparent bluish carmine. Will no doubt become a great favorite with the florists as soon as sufficient stock is available. Height 1 foot. Florist's Guide: A-1.	
	1¼ inches and up.....	16.00

LOUISIANA GROWN CALADIUMS

Quantity Available		Price per 100
10,000	OUR RED	
	Transparent brick red, crumpled leaves, with green ribs and veins and narrow green border. Typical florist variety. As a pot filler it surpasses all other varieties. Height 1 ft. Florist's Guide: A-1.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	10.00
	1 $\frac{3}{4}$ inches and up.....	12.00
3000	PINK BEAUTY	
	A magnificent new introduction with long spear shaped leaves. Fully developed, the color is a lovely transparent salmon-pink, with a narrow green border, and interspaces mottled moss green. It is a highly desirable novelty. For open ground planting choose partly shade. Height 1 ft. Florist's Guide: A-1.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	12.00
	1 $\frac{3}{4}$ inches and up.....	14.00
250	PRINCESS LILY	
	A dainty colored Caladium with transparent pure rose center on light moss green background, often with attractive yellowish cast. The interspaces are heavily mottled rose. For open ground choose partly shade. Height 1 $\frac{1}{2}$ feet. Florist's Guide: A-2.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	10.00
	1 $\frac{3}{4}$ inches and up.....	12.00
3500	POECIL ANGLAIS	
	A distinct beauty with attractive waved leaves. The center is a transparent deep crimson with bluish tint bordered metal green. An outstanding florist variety and most desirable for open ground planting. Height 1 $\frac{1}{2}$ ft. Florist's Guide: A-1.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	12.00
	1 $\frac{3}{4}$ inches and up.....	14.00
1250	PORTO RICO	
	Very showy small leaved variety with attractive transparent dark red center bordered deep glossy green. A splendid grower and especially well adapted for basket design. Also very showy for open ground. Height 10 inches. Florist's Guide: A-1.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	12.00
600	PRECICOBA	
	The center is a beautiful transparent begonia rose with heavy scarlet red ribs. Mottled green and pink interspaces and narrow moss green border. Fine for open ground in partly shade. Height 1 ft. Florist's Guide: A-1.	
	1 $\frac{1}{4}$ to 1 $\frac{3}{4}$ inches.....	12.00
	1 $\frac{3}{4}$ inches and up.....	14.00

Quantity Available		Price per 100
200	RED BIRD	
	Transparent deep rose center with red ribs and veins on attractive grass green background. Suitable for open ground planting. Height 1½ ft. Florist's Guide: B-2.	
	1¼ to 1¾ inches	10.00
	1¾ inches and up	12.00
600	RED INDIAN	
	When full-grown the color is a beautiful transparent dark rose with varnish tint. The ribs are a shade darker rose than the leaves. Narrow green border. Height 15 inches. Florist's Guide: A-2.	
	1¼ to 1¾ inches	10.00
	1¾ inches and up	12.00
250	RED MIDGET	
	Very desirable, new, dwarf growing Caladium with small leaves. The center is a lovely transparent rose-carmine bordered light green. It is a very prolific grower producing a large number of leaves, and highly recommended for single pot culture. Height 10 inches. Florist's Guide: A-1.	
	1¼ to 1¾ inches	14.00
750	RIO DE JANEIRO	
	Transparent crumpled leaves of a lovely bright rose color with bluish tint and heavy scarlet red ribs; narrow green border. The entire leaf is more or less mottled dark green and gray towards the edge. Height 2 ft. Florist's Guide: A-2.	
	1¼ to 1¾ inches	12.00
	1¾ inches and up	14.00
1000	RIO DUVIDO	
	Attractively waved leaves with transparent center of a lovely soft rose color zoned white and with dark green border. Scarlet ribs. If used for open ground planting choose partly shaded location. Height 1½ ft. Florist's Guide: A-2.	
	1¼ to 1¾ inches	12.00
	1¾ inches and up	14.00
250	RIO THEODORE	
	The color when fully developed is a beautiful rosy red with bluish tint, narrow green border and scarlet red ribs. Leaves arrow shaped. May be used for open ground planting in partly shaded location. Height about 15 inches. Florist's Guide: A-1.	
	1¼ to 1¾ inches	10.00
	1¾ inches and up	12.00

LOUISIANA GROWN CALADIUMS

Quantity
Available

Price
per 100

200

RISING SUN

Showy brilliant red center and ribs on dark bronzy green background. Leaf profusely spotted transparent pink. Excellent for open ground planting. Poor bulb producer. Height 1½ ft. **Florist's Guide: B-3.**

1¼ to 1¾ inches.....	12.00
1¾ inches and up.....	14.00

250

ROSE CHARM

Large pointed leaves heavily splashed transparent rose on bronzy green background. The entire leaf is often overlaid with a rosy tint. Heavy, deep scarlet ribs. Fine outdoor variety. Height 1½ feet. **Florist's Guide: B-1.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

1000

SALMON BEAUTY

Very showy, large-leaved variety with beautiful salmon-rose center and ribs bordered dark green. The interspaces are heavily mottled and splashed salmon-rose. Splendid for green-house as well as outdoors. Height 15 inches. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

2500

SCARLET BEAUTY

A bright colored and showy new variety with beautiful transparent crimson scarlet center and ribs. Interspaces attractively mottled scarlet red. The border is a dark olive green with golden cast. Height 1 foot. **Florist's Guide: A-1.**

1¼ to 1¾ inches.....	12.00
1¾ inches and up.....	14.00

2000

SCARLET PIMPERNELLE

One of the most striking of all Caladiums. The center is a showy bright red with scarlet ribs and the border creamy yellow. Should prove a great favorite with the florist, when sufficient stock available. Splendid for open ground planting. A poor bulb producer. Height 1½ ft. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	12.00
1¾ inches and up.....	14.00

3000

SILVER GOLD

A recent introduction with beautiful transparent bluish rose center and rose colored ribs bordered moss green. The interspace more or less mottled light or yellowish green. Waved leaved. Good outdoor variety. Height 1½ ft. **Florist's Guide: B-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

Quantity
Available

Price
per 100

1000

SNOWFLAKE

A strong grower with large leaves of dull lettuce-green color, and distinct ivory white center. The bright rose ribs are attractively tinted salmon. Height 1½ feet. **Florist's Guide: B-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

2500

SOROCOBA

Leaves of transparent silvery white color more or less suffused pink and with green ribs and veins and narrow green border. A typical florist variety. Height 1½ feet. **Florist's Guide: A-1.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

300

SUSAN B. WRIGHT

Very large round leaves. The color is a beautiful, partly transparent, rosy red occasionally mottled green towards the border and with heavy dark rose ribs. Narrow green border. Desirable for open ground in partly shaded location. Height 2 feet. **Florist's Guide: A-3.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

1200

TABATINGO

A very fine variety with medium size leaves. The color is a dainty milky white, sometimes faintly ribbed and veined green. It is an attractive pendant to bright colored varieties. For open ground planting choose partly shaded location. Height 1½ feet. **Florist's Guide: A-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

4500

THOMAS TOMLINSON

An English variety of great beauty and by many considered the finest red Caladium grown. The color is a partly transparent brilliant red with narrow green border. Often the interspace is more or less mottled white and green. Attractive outdoor variety. Height 1½ feet. **Florist's Guide: A-1.**

1¼ to 1¾ inches.....	12.00
1¾ inches and up.....	14.00

200

TOCATINE

Large round leaved variety heavily splashed transparent dark crimson on dark green background. Often center of leaves turns into a solid dark crimson. Good open ground variety. Height 1½ feet. **Florist's Guide: B-2.**

1¼ to 1¾ inches.....	10.00
1¾ inches and up.....	12.00

LOUISIANA GROWN CALADIUMS

Quantity Available

Price per 100

1000

TOM MANDIUS

A recent introduction of distinct color and beauty. The medium size waved leaves, when fully developed, are a solid deep crimson, with decidedly bronzy tint, netted green, and with narrow green border. Good open ground variety. Our stock is yet limited. Height 1 foot. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

250

TREMPLEA

Round leaves with transparent dark red center and heavy scarlet ribs on attractive moss green background. The leaves are profusely spotted transparent pink. Very showy for outdoor planting. Height 1 foot. **Florist's Guide: A-1**

1 1/4 to 1 3/4 inches.....	12.00
1 3/4 inches and up.....	14.00

3500

TRIOMPHE de L'EXPOSITION

Large round leaves of heavy texture with bright crimson center and scarlet ribs on attractive green background. An old favorite with the florists and a good open ground variety. Height 1 1/2 feet. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	10.00
1 3/4 inches and up.....	12.00

200

ZOE MUNSON

We consider this variety the best of the whites. The leaves are small and of elegant shape. When fully developed the color is a pure white with outstanding green ribs and a narrow green border. For open ground planting choose partly shaded location. Height 1 foot. **Florist's Guide: A-1.**

1 1/4 to 1 3/4 inches.....	14.00
1 3/4 inches and up.....	16.00

25,000

REUTER'S RAINBOW MIXTURE

We are taking great pride in this superior blend which should not be confused with the ordinary mixtures generally offered to the trade, and which usually comprise all the old, common and undesirable varieties. We endeavor to offer to our customers a blend of Caladiums which they can buy with full confidence. Our mixture is composed of a large assortment of highly colored and desirable named varieties, to which we yearly add the pick of our seedlings, and any florist who has no particular choice as to varieties will find our Rainbow Mixture most desirable.

1 1/4 to 1 3/4 inches.....	\$ 95.00 per 1000	10.00
1 3/4 inches and up.....	115.00 per 1000	12.00

1933
REUTER'S Fancy-Leaved CALADIUMS

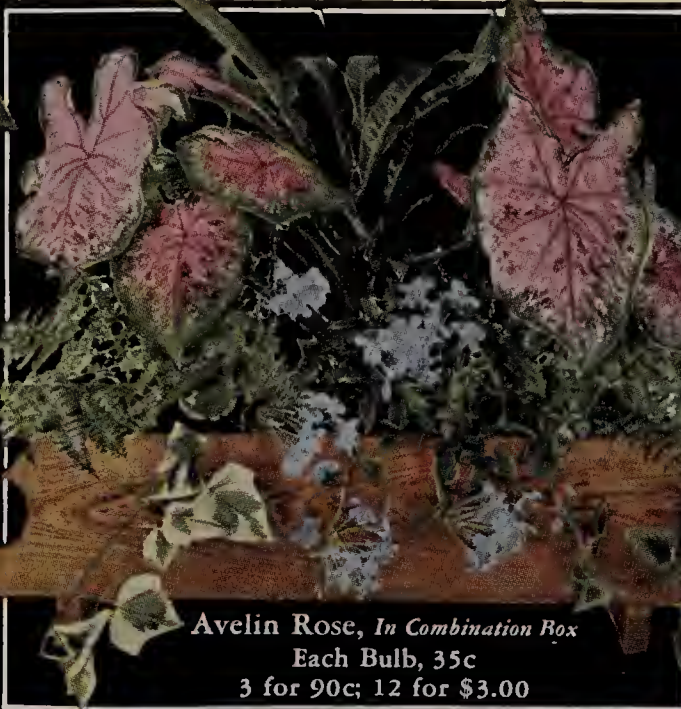
Our Fancy-Leaved Caladiums are nationally recognized for their superior quality and beautiful colors. With their gorgeous designs in delicate shades and brilliant hues, they are unsurpassed as individual pot-plants. We know of no decorative plant that offers the florist more opportunities for profit. They require little effort or labor to produce. Well-grown plants readily sell at premium prices.



Poecil Anglais
 Each, 35c
 3 for 90c
 12 for \$3.00



Hortulania
 Each, 35c
 3 for 90c
 12 for \$3.00

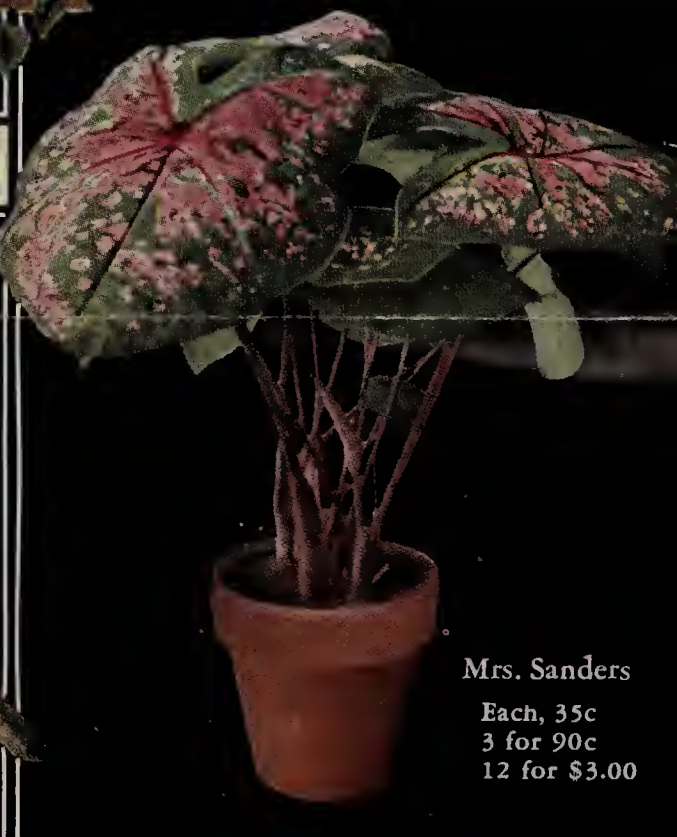


Avelin Rose, In Combination Box
 Each Bulb, 35c
 3 for 90c; 12 for \$3.00

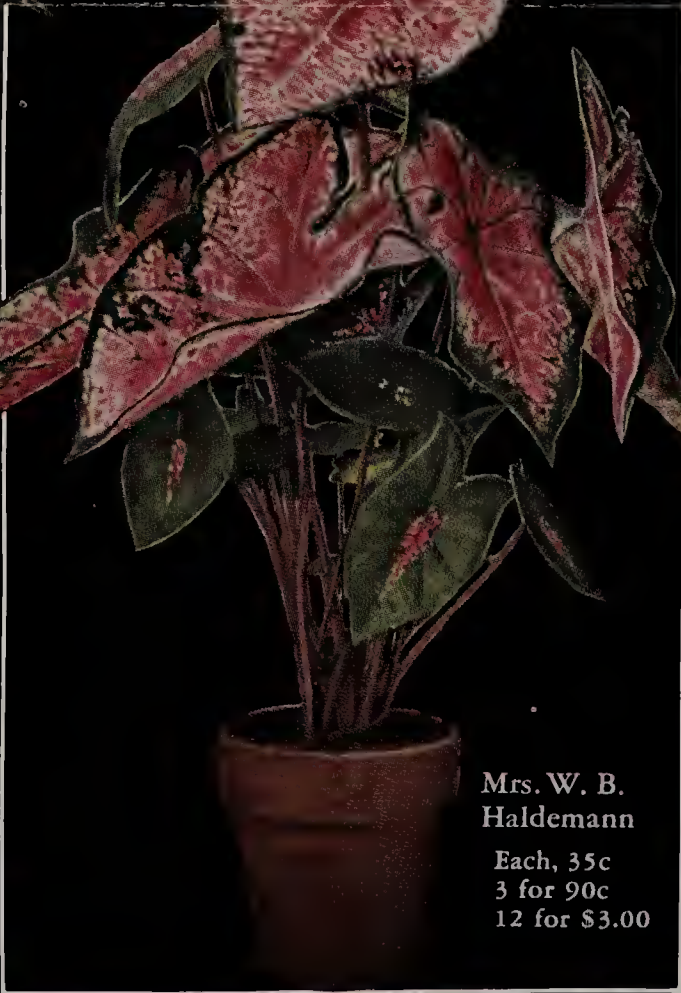
Material Contained in Combination Box:
 Croton Caladium Avelin Rose Variegated Ivy
 Coleus Blue Plumbago Ferns



Pink Beauty
 Each, 35c
 3 for 90c
 12 for \$3.00



Mrs. Sanders
 Each, 35c
 3 for 90c
 12 for \$3.00



Mrs. W. B. Haldemann
 Each, 35c
 3 for 90c
 12 for \$3.00



Miss Louisiana
 Each, 35c
 3 for 90c
 12 for \$3.00



Scarlet Pimpernelle
 Each, 35c
 3 for 90c
 12 for \$3.00

These eight distinct and delightful Caladiums, reproduced from actual photographs, are truly representative of our magnificent assortment acknowledged to be the largest and finest collection in the world. The bulbs are ready for delivery after December 1. Special wholesale prices to florists are contained in the catalog attached.

Reuter Seed Co., Inc.
 NEW ORLEANS, LA.

Rare and Gorgeous Colors

REUTER'S CALADIUMS

UNSURPASSED IN QUALITY



Section Four of Reuter's Caladium Lathhouse

REUTER SEED COMPANY, INC. :: New Orleans, La.

Our Own Grown
REUTER'S CALADIUMS

UNSURPASSED IN QUALITY



Section One of Reuter's Caladium Lathhouse

REUTER SEED COMPANY, INC. :: New Orleans, La.